

# **Perimeter Bicycling Association of America, Inc.**

09/11/12 @ Perimeter Bicycling

## **FACTS**

- Started in 1983 with its first cycling event, El Tour de Tucson
- Became a 501c(3) non-profit organization in 1995
- Produces four major cycling events annually

El Tour de Mesa/Phoenix (1<sup>st</sup> Weekend of April)  
Tour of Tucson Mountains (last weekend of April)  
Cochise County Cycling Classic (Middle of October)  
El Tour de Tucson (Saturday before Thanksgiving)

Note: El Tour de Colorado Springs hopes to premier  
in 2013 on the last Saturday of June

- Started El Tour de Mt Fuji (September) 6 years ago with 26 cyclists. Now has over 1,500 cyclists
- Assists in the Production, organization and/or Promotion of other Cycling events including:
  - Viva Las Vegas (September)
  - Epic Rides which has 3 major mountain bicycling events including their "24-hours in the old Pueblo"
- Publishes:
  - Tail Winds, Bi-monthly newspaper (30,000 circulation)
  - Perimeter Bicycling Journal (10,000 – 12,000 Distribution)
  - Perimeter E-News, twice a month (22,000 – 25,000)
  - Extensive Full Color Poster Collection with 86 different posters
- Data Base of over 75,000 members
- Produced 108 Perimeter events in its 30-year history and raised over \$40 Million for different non-profit organizations including: Leukemia & Lymphoma Society, American Parkinsons Disease Association, Rotary – Polio Plus Program, Diamond Children's Medical Center, Juvenile Diabetes Research Foundation, Arthritis Foundation, American Diabetes Association, University of Arizona Alumni Association, TuNidito Children & Family Services, etc ....



## **The Seven Forms of Wellness**

- (1) Economic Wellness**
- (2) Safety & Education Wellness**
- (3) Fundraising Wellness**
- (4) Health Wellness**
- (5) Marketing/Sponsorship/Business Wellness**
- (6) Publicity & Promotion Wellness**
- (7) Community Wellness**

**In the event marketing world, “What is the difference between Golfing & Bicycling?”**



# Event Economic Impact

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5/18/06

**Fact #1:** For every 1,000 cyclists, economic impact is between:  
\$1.5 Million – \$2 Million

This estimate is based on the following:

- (a) University of Arizona Graduate School of Business Study of the 1999 El Tour de Tucson
- (b) Economic Impact published and reported by other events, including, but not limited to the following:
  - (i) Phoenix Rock n' Roll Marathon in 2005:  
20,000 runners = \$40 Million Impact
  - (ii) Tempe Ironman in 2005:  
1,200 participants = \$2.5 Million Impact

**Fact #2:** For every cyclist registered in the event, another 2.5 individuals are in attendance. This estimate is based on a 2004 Marketing study conducted by Strategic Alliance Marketing

## City Investment in Events'05

Note: Figures were taken from newspaper articles

Event	City	City Paid	Participants	Economic Impact - Event week	Economic Impact Per 1,000 Participants	For each \$1,000 Invested City Earned
Rock n' Roll Marathon	Phoenix	\$100,000	25,000	\$40 Million	\$1,600,000	\$400,000
Ironman	Tempe	\$150,000	2,000	\$3.5 Million	\$1,750,000	\$23,333
El Tour de Tucson	Tucson	\$21,000	6,500	\$12 Million	\$1,846,000	\$571,429



## What You Can Do?

- (1) Support City & County Funding for Fitness Events
- (2) Encourage Your City/County to improve Roads for Cycling to attract visitors year-round
- (3) Offer Room Rebates to Event Directors to encourage their participants to stay at your Hotel
- (4) Encourage your business to become more cycling friendly:
  - (a) Allow Cyclists to bring their bicycle into their hotel rooms
  - (b) Provide bicycle parking facilities
  - (c) Distribute year-round to all your clients the bicycle attractions in your region, like Mt Lemon, Kit Peak, Gates Pass, El Tour de Tucson Route, El Tour de Mesa Route, Squaw Peak, other popular bicycle routes of 5, 10, 25, 60 & 100 miles – Promote Your Bicycle Path System!!!!!!
  - (d) Provide nutritional cycling meals – name one of your meals after “Bicycling”, such as: “El Tour de Tucson Chicken Picatta at Mc Mahons Restaurant
  - (e) Play Cycling videos on your in-house TVs, especially in your sports Bars
- (5) Establish a year-round room rate with a special code to encourage cyclists to return to your facility during other times of the year away from events
- (6) Seek out professional teams to stay at your hotel during training season which is from January through April
- (7) Ask Event directors to supply you with names of large groups attending their event. Call these clients and encourage them to stay at your hotel/resort
- (8) Encourage your *convention & visitors bureaus* to promote cycling in their Publications, not just once a year, but throughout the year.
- (9) Use the cycling recognitions earned in all promotion, like: Sheraton Resort, official Hotel of El Tour de Mesa or Outside Magazine selects “Tucson as the #1 Bicycle City in America”.
- (10) Work with your convention & visitors Bureau to bring your Canadian and Mexican Cycling Groups
- (11) Produce a list of cycling related health businesses including: orthopaedics, physical therapists, massage therapist, medical centers, bicycle shops, fitness centers, restaurants,
- (12) Provide early morning breakfast on Ride Day
- (13) Put Cycling Publications in your rooms year-round
- (14) Welcome Letters to cyclists staying at your hotel - “We’d like to welcome you to Tucson Arizona, the #1 bicycle city in America and while you are here for America’s largest Perimeter Bicycling event, please call upon us for ...”
- (15) Develop a signature event for your community
- (16) Pull other events and activity events together on same weekend, such as: “Great Arizona Bicycle Festival”

**Work with Your Convention & Visitors Center and the  
Information Departments of your County & City**